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**CONSUMERS' TRADE EXPANDS;
NOVOSIBIRSK TURNOVER CRITICIZED**

MOSCOW CONSUMERS STEP UP TRADE IN MARCH -- Moskovskiy Bol'shevik, No 77, 2 Apr 49

Consumer demand for food and industrial products in Moscow showed a marked increase in March after the government decree lowered prices. The Administration of "Promtorg" (Industrial Trade), department stores, and "Gorkoptorg" (City Cooperative Trade) completed their month plans in March ahead of schedule.

Preliminary figures indicate that 16.3 percent more meat products were sold in March than in February 19.6 percent more fish, 9.5 percent more animal fats, and 11.7 percent more confectionary products. Large quantities of woolen, linen, and other fabrics, ready-made clothes; leather shoes, and hosiery, were also sold to Moscow consumers. Prices on the kolkhos markets have also decreased considerably and trading is heavy. The network of trade enterprises is being expanded, particularly in specialized stores. Among the new stores which have opened recently or will be opened soon are a new "Gastronom" (special foods) store, perfume store, fabric store, retail stores at the Moscow Margarine Plant and the Dairy Combine imeni Gor'kiy, and a jewelry store.

Consumers' goods enterprises in the city are expanding the assortment of products. The Moscow Shoe Factory has started producing 60 new types of leather and fabric shoes, and the "Trekhgornaya manufaktura" imeni Dzerzhinskiy is producing new colored fabrics.

MOLDAVIAN COOPERATIVE STORES INCREASE -- Sovetskaya Moldaviya, No 65, 2 Apr 49

A total of 307 new consumers' cooperative stores will be opened in 1949 in rayons and villages of the Moldavian SSR. Rural stores of the Moldavian Consumers' Union have been opened in the villages of Sofiya and Kubolts, Bel'takiy Rayon. The stores have a wide selection of cotton cloth, shoes, sewn goods, radio receivers, bicycles, sewing machines, and photography apparatus. Peasants and kolkhoz workers in Sofiya bought more than 40,000 rubles' worth of goods in the first day.

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Consumers' cooperative stores will be opened in villages of Kishkarenskiy, Telenezhskiy, Atakskiy, Dubossarskiy, and other rayons. The network of rayon stores is being expanded, including new stores in Drokiya, Nisporany, Chadyr-Lunga, and Karpineny.

LATVIAN CONSUMERS' UNIONS EXPAND -- Sovetskaya Latvya, No 77, 2 Apr 49

Consumers' cooperatives in the Latvian SSR made considerable progress in 1948 in developing commodity exchange between cities and rural areas and in improving trade in cities, workers' settlements, and rural areas. The number of shareholders increased by more than 9,000 persons in 1948. Consumers' cooperatives now have more than 180,000 members. There are 1,400 stores, stalls, stands, and 324 public eating enterprises in cities and villages.

The Valmiera Consumers' Union is cited as one of the best in the republic, because it constantly fulfills the trade turnover plan and is successful in buying agricultural products from peasants and supplying its trade system with a wide assortment of goods. The Kegum Consumers' Society has expanded its procurement of agricultural products, has organized production of household soap and meat and sausage products, and produces many consumers' goods by its own means.

There are many consumers' societies, however, which are not meeting consumer demands. Uyezd consumers' unions are not making sufficient effort to halt waste and swindling in the organization. The trade turnover plan in the Ruzhane Uyezd Consumers' Union was completed only 68 percent; at the same time more than 100,000 rubles were stolen from funds.

RAPID CONSUMER-GOODS TURNOVER URGED -- Sovetskaya Sibir', No 56, 22 Mar 49

Turnover of goods in Novosibirsk retail markets is extremely slow and could be speeded by 5 to 10 days. Textile goods, for example, take 68 days to come from Ivanovo to Novosibirsk by railroad under the most favorable conditions. The goods take more than 3 months to come if they are shipped by water to Molotov and then by rail to Novosibirsk. The goods are actually in transport only 25 days, with the rest of the time taken up by distribution from one location to the other and 23 days allowed for sales to the consumer after the goods have arrived at the store. Shipments of goods could be speeded by better organization all along the line.

Other consumer items take even longer to reach the consumer. Sewn goods in retail trade have a 120-day turnover; leather shoes, 80 days; perfume and haberdashery, 135 days; canned goods, 150-200 days; tobacco products, 130 days. Retail organizations could accelerate turnover by taking inventory of stocks and reducing prices on old products, some of which have been in stores since 1945 or 1946. There are also many products lying in warehouses which are not brought into retail trade. Trading organizations must make every effort to maintain complete assortment of goods in the stores and to meet consumer demands so that stock will have a faster turnover.

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